



www.thebostonchannel.com

**WCVB**  
**5 TV Place**  
**Needham, MA 02492**  
**Main: (781)449-0400**  
**Billing: (781)433-4283**

Billing Address:

**Target Enterprises**  
**Attention: cindie crane**  
**15260 Ventura Blvd.**  
**Ste 1240**  
**Sherman Oaks, CA 91403-5347**

Send Payment To:

**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

DUPLICATE

## INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
967567-2	11/11/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Live Free PAC	NH TAR Nov12 Proj.	Add to Sked

Flight Dates	Order #	Alt Order #
10/22/12 - 11/06/12	967567	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	10/22/12	11/11/12	Dancing w/the Stars	Prime Other	M-----	:30	1	\$15,000.00	NM	
Weeks:	<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>MTWTFSS</u> M-----	<u>Spots/Week</u> 1	<u>Rate</u> \$15,000.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WCVB	M	10/29/12	8:08 PM	Dancing w/the Stars	Prime Other	:30	DMLFPAC1208H	\$15,000.00	NM
2	10/22/12	11/11/12	Castle	958-11p	M-----	:30	1	\$25,000.00	NM	
Weeks:	<u>Start Date</u> 11/05/12	<u>End Date</u> 11/11/12	<u>MTWTFSS</u> M-----	<u>Spots/Week</u> 1	<u>Rate</u> \$25,000.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WCVB	M	11/05/12	10:43 PM	Castle	958-11p	:30	DMLFPAC1208H	\$25,000.00	NM
3	10/22/12	11/11/12	Private Practice	958-11p	-T-----	:30	1	\$12,000.00	NM	
Weeks:	<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>MTWTFSS</u> -T-----	<u>Spots/Week</u> 1	<u>Rate</u> \$12,000.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WCVB	Tu	10/30/12	10:38 PM	Private Practice	958-11p	:30	DMLFPAC1207H	\$12,000.00	NM
4	10/22/12	11/11/12	MODERN FAMILY	WED 9-930PM	--W----	:30	1	\$60,000.00	NM	
Weeks:	<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>MTWTFSS</u> --W----	<u>Spots/Week</u> 1	<u>Rate</u> \$60,000.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WCVB	W	10/31/12	9:21 PM	MODERN FAMILY	WED 9-930PM	:30	DMLFPAC1207H	\$60,000.00	NM
5	10/22/12	11/11/12	CMA Awards	Prime Other	---T---	:30	1	\$7,000.00	NM	
Weeks:	<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>MTWTFSS</u> ---T---	<u>Spots/Week</u> 1	<u>Rate</u> \$7,000.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WCVB	Th	11/01/12		CMA Awards	Prime Other	:00		<del>\$7,000.00</del>	NM
	See MG 5.2									
2	WCVB	Th	11/01/12	10:00 PM	46TH ANNUAL CMA AWARDS	8-11PM ON 11/1	:30	DMLFPAC1210H	\$7,000.00	NM
	MG for 5.1 11/01									
7	11/05/12	11/05/12	6a Eyeopener	558-7a	M-----	:30	1	\$2,600.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	11/05/12	11/05/12	6a Eyeopener	558-7a	M- - - - -	:30	1	\$2,600.00	NM
<div>11/05/1211/11/12M- - - - -1\$2,600.00</div>									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	M	11/05/12	6:24 AM	6a Eyeopener	558-7a	:30	DMLFPAC1208H	\$2,600.00 NM
Total Spots							6		

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$121,600.00</b>
<u>Agency Commission</u>	<b>\$18,240.00</b>
<u>Net Amount Due</u>	<b>\$103,360.00</b>